

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116605
Alt Order #	06218240
Deal #	
Order Flight	10/29/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WRAL	Price is Right	11a-12p	-		_					
	CLASS 1 C	CANDIDATE R9.26									
					to 11/04/12	1x	1				
	WRAL			F	11/02/12	:00			\$850.00	Credited	1
3	WRAL CLASS 2 (Young and the Restless CANDIDATE R9.26	4-5p								
					to 11/04/12	1x	1				
	WRAL			F	11/02/12	:00			\$1,065.00	See MG 32.2,32.3,32.4,32.5,32.6	1
4	WRAL CLASS 4 -	WRAL 5am News CANDIDATE	5am - 5:30a								
				10/29/12	to 11/04/12	1x	1				
	WRAL			F	11/02/12	:00			\$150.00	Credited	1
5	WRAL CLASS 3 (CBS This Morning CANDIDATE R9.26	7am - 9am								
				10/29/12	to 11/04/12	1x	1				
	WRAL			F	11/02/12	:00			\$665.00	Credited	1
7	WRAL CLASS 1 (Price is Right CANDIDATE R9.26	11a-12p								
				10/29/12	to 11/04/12	1x	1				
	WRAL			М	10/29/12	:00			\$850.00	See MG 43.3,43.4,43.5,43.6,43.7,43.	1
				11/05/12	to 11/11/12	1x	1				
	WRAL			М	11/05/12	:00			\$850.00	Credited	2
8	WRAL CLASS 2 (Young and the Restless CANDIDATE R9.26	4-5p								
				10/29/12	to 11/04/12	1x	1				
	WRAL			М	10/29/12	:00			\$1,065.00	See MG 43.3,43.4,43.5,43.6,43.7,43.	1
				11/05/12	to 11/11/12	1x	1				
	WRAL	Entertaiment Tonight	730-8P	Th	11/01/12	:00			\$475.00	Credited	5
		Late Late Show	1237a-137a	Th	11/01/12	:00				Credited	7
		WRAL 6a News Sat	6-8a	Sa	11/03/12	:30	7:29 AM	PM12-116TH		MG for 8.2 11/05	3
	WRAL	CBS This Sat Morning 8-9a	8-9a	Sa	11/03/12	:30	8:59 AM	PM12-104TH	\$200.00	MG for 8.2 11/05	6



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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
8	WRAL Young and the Restless	4-5p		•		•	•	•		
	CLASS 2 CANDIDATE R9.26									
	WRAL Face The Nation 1030-1130	1030-1130	Su	11/04/12	:30	11:23 AM	PM12-116TH	,	MG for 8.2 11/05	4
	WRAL		М	11/05/12	:00			\$1,065.00	See MG 8.3,8.4,8.5,8.6,8.7	2
9	WRAL WRAL 5am News CLASS 4 - CANDIDATE	5am - 5:30a								
				0 11/04/12	1x	1				
	WRAL		М	10/29/12	:00			\$150.00	See MG 43.3,43.4,43.5,43.6,43.7,43.	.i 1
			11/05/12 to	0 11/11/12	1x	1				
	WRAL		M	11/05/12	:30	5:10 AM	PM12-116TH	\$150.00		2
11	WRAL CBS This Morning CLASS 3 CANDIDATE R9.26	7am - 9am								
			10/29/12 to	o 11/04/12	1x	1				
	WRAL		М	10/29/12	:00			\$665.00	See MG 43.3,43.4,43.5,43.6,43.7,43.	. 1
			11/05/12 to	0 11/11/12	1x	1				
	WRAL		M	11/05/12	:30	7:54 AM	PM12-116TH	\$665.00		2
13	WRAL WRAL 6a News Sat CLASS 4 - CANDIDATE	6-8a								
			10/29/12 to	0 11/04/12	1x	1-				
	WRAL		Sa	11/03/12	:30	7:15 AM	PM12-104TH	\$150.00		1
14	WRAL CBS This Sat Morning 8-9a CLASS 2 CANDIDATE R9.26	8-9a								
				0 11/04/12	1x	1-				
	WRAL		Sa	11/03/12	:00			\$665.00	Credited	1
16	WRAL WRAL Sun Morning News CLASS 4 - CANDIDATE	7-9a								
				0 11/04/12	1x	1				
	WRAL		Su	11/04/12	:30	7:29 AM	PM12-104TH	\$150.00		1
17	WRAL CBS Sunday Morning CLASS 3 CANDIDATE R9.26	9-1030a								



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CLASS 1 CANDIDATE R9.26



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Sales Region	National

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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref#
17	WRAL CBS Sunday Morning	9-1030a	•			•	•	•		
	CLASS 3 CANDIDATE R9.26									
	WRAL		Su	11/04/12	:30	9:56 AM	PM12-104TH	\$535.00		1
18	WRAL Price is Right	11a-12p								
	CLASS 1 CANDIDATE R9.26									
				2 to 11/04/12	1x	1			- "	
	WRAL		Th	11/01/12	:00			\$850.00	Credited	1
19	WRAL Young and the Restless	4-5p								
	CLASS 2 CANDIDATE R9.26					_				
	14/5.41			2 to 11/04/12	1x	1		*		
	WRAL WRAL WRAL AM News	0.7-	Th	11/01/12	:00				See MG 19.2,19.3,19.4,19.5,19.6,19.	. 1
	WRAL WRAL AM News	6-7a 6-7a	Th Th	11/01/12 11/01/12	:00 :00			,	Credited Credited	4 5
	WRAL WRAL 4:30am News	4:30a - 5am	Th	11/01/12	:00			,	Credited	7
	WRAL 5:00 First News	5-530p	F.	11/02/12	:00			,	Credited	2
	WRAL CBS This Morning	7am - 9am	F	11/02/12	:00			*	Credited	3
	WRAL WRAL Sun Morning News	7-9a	Su	11/04/12	:30	7:53 AM	PM12-116TH	\$150.00	MG for 43.14,19.1	6
20	WRAL WRAL 5am News	5am - 5:30a								
	CLASS 4 - CANDIDATE									
			10/29/1	2 to 11/04/12	1x	1				
	WRAL		Th	11/01/12	:00			\$150.00	Credited	1
21	WRAL WRAL AM News	6-7a								
	CLASS 4 - CANDIDATE									
				2 to 11/04/12	1x	1				
	WRAL		Th	11/01/12	:00			\$400.00	Credited	1
22	WRAL CBS This Morning	7am - 9am								
	CLASS 3 CANDIDATE R9.26									
				2 to 11/04/12	1x	1				
	WRAL		Th	11/01/12	:00			\$665.00	Credited	1
23	WRAL Price is Right	11a-12p								



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23	WRAL	Price is Right	11a-12p								
	CLASS 1 C	ANDIDATE R9.26									
					2 to 11/04/12	1x	-1		****		
	WRAL			Tu	10/30/12	:30	10:59 AM	PM12-116TH	\$850.00)	1
					2 to 11/11/12	1x	-1				
	WRAL			Tu	11/06/12	:30	10:59 AM	PM12-104TH	\$850.00)	2
24	WRAL CLASS 2 C	Young and the Restless ANDIDATE R9.26	4-5p								
					2 to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	3:59 PM	PM12-116TH	\$1,065.00)	1
25	WRAL CLASS 4 -	WRAL 5am News CANDIDATE	5am - 5:30a								
					2 to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	5:14 AM	PM12-104TH	\$150.00		1
					2 to 11/11/12	1x	-1				
	WRAL			Tu	11/06/12	:30	5:10 AM	PM12-104TH	\$150.00		2
26	WRAL CLASS 4 -	WRAL AM News CANDIDATE	6-7a								
					2 to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	6:58 AM	PM12-104TH	\$400.00)	1
27	WRAL CLASS 3 C	CBS This Morning ANDIDATE R9.26	7am - 9am								
					2 to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	8:14 AM	PM12-116TH	\$665.00)	1
					2 to 11/11/12	1x	-1				
	WRAL			Tu	11/06/12	:30	8:38 AM	PM12-104TH	\$665.00)	2
28	WRAL CLASS 2 C	Tue Hour 1 ANDIDATE R9.26	8-9p								
					2 to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	7:59 PM	РМ12-116ТН	\$6,000.00)	1



Remit Address:

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Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



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Line	Channel Descri	ption	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
29	WRAL Wed Ho	our 3	10-11p	-	-			•			
	CLASS 2 CANDIDA	TE R9.26									
					2 to 11/04/12	1x	1				
	WRAL			W	10/31/12	:30	10:48 PM	PM12-116TH	\$4,335.00		1
31	WRAL Price is	Right	11a-12p								
	CLASS 1 CANDIDA	TE R9.26									
					2 to 11/04/12	1x	1				
	WRAL			W	10/31/12	:30	10:59 AM	PM12-116TH	\$850.00		1
32	WRAL Young	and the Restless	4-5p								
	CLASS 2 CANDIDA	TE R9.26									
				10/29/12	2 to 11/04/12	1x	1				
	WRAL			W	10/31/12	:00			\$1,065.00	See MG 32.2,32.3,32.4,32.5,32.6	1
	WRAL WRAL 4	:30am News	4:30a - 5am	W	10/31/12	:30	4:39 AM	PM12-116TH	\$30.00	MG for 3.1,32.1	3
					ASS 4 CAND	-	-				
	WRAL Wed Ho	ur 1	8-9p	W	10/31/12	:30	7:59 PM	PM12-104TH	\$1,100.00	MG for 3.1,32.1	2
	WRAL WRALA	M Nouse	6-7a		.ASS 4 CAND 11/01/12	-	.26		¢400.00	Credited	1
	WRAL WRALA		6-7a 6-7a	Th	1 1/0 1/12 1 1/02/12	:00 :00			,	Credited Credited	4 5
		lews Sat. 9a-9:30a	9:00a - 9:30a	Sa	11/02/12	:30	9:29 AM	PM12-116TH	,	MG for 3.1,32.1	6
	WITAL WITALI	icws oat. sa s.sea	3.00a 3.00a		ASS 4 CAND			1912 110111	Ψ200.00	WG 101 0.1,02.1	O
33	WRAL WRAL	5am News	5am - 5:30a		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	157112110	0				
55	CLASS 4 - CANDID		Jain - 3.50a								
	OLINO + OTHER	,, , , , , , , , , , , , , , , , , , ,		10/29/12	2 to 11/04/12	1x	1				
	WRAL			W	10/31/12	:30	4:58 AM	PM12-104TH	\$150.00		1
34		nis Morning	7am - 9am	•••	10/01/12	.00	4.0071101	11112 101111	ψ100.00		•
34	CLASS 3 CANDIDA	J	rain - Jain								
	OLAGO 3 CANDIDA	NIL 113.20		10/20/12	2 to 11/04/12	1x	1				
	WRAL			W	10/31/12	:30	8:44 AM	PM12-104TH	\$665.00		1
35	WRAL Noon N	lawa	10m 1m	VV	10/31/12	.50	0.44 AIVI	FM12-104111	φ005.00		ı
33	CLASS 3 CANDIDA		12p-1p								
	CLASS S CANDIDA	N L ⊓3.20		10/20/10	2 to 11/04/12	1x	1				
	WRAL			F	11/02/12	:00	T <u></u>		\$525 AA	Credited	1
	VVI 1/1L		147-	<i>I</i>			41-1- 11	was taken from the program	*	Oreaned	,



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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref#
35	WRAL Noon News	12p-1p							•	
	CLASS 3 CANDIDATE R9.26									
36	WRAL WRAL 5:30AM News	530-6a								
	CLASS 3 CANDIDATE R9.26									
			10/29/12 to			1				
	WRAL		F	11/02/12	:00			\$665.00	Credited	1
37	WRAL WRAL AM News	6-7a								
	CLASS 4 - CANDIDATE		10/00/10	11/01/10		1				
	WRAL		10/29/12 to	11/04/12	1x :00	1		¢400.00	Credited	
38		9-10a	Γ	11/02/12	.00			\$400.00	Credited	1
38	WRAL Dr. Phil CLASS 4 - CANDIDATE	9-10a								
	CLASS 4 - CANDIDATE		10/29/12 to	11/04/12	1x	1				
	WRAL		F	11/02/12	:00			\$335.00	Credited	
39	WRAL Noon News	12p-1p	•	7 17 027 72	.00			φοσο.σσ	Greanea	•
•	CLASS 3 CANDIDATE R9.26	·-p ·p								
			10/29/12 to	11/04/12	1x	1				
	WRAL		М	10/29/12	:00			\$535.00	See MG 43.3,43.4,43.5,43.6,43.7,43.	1
			11/05/12 to	11/11/12	1x	1				
	WRAL		М	11/05/12	:30	12:23 PM	РМ12-116ТН	\$535.00		2
41	WRAL WRAL 5:30AM News	530-6a								
	CLASS 3 CANDIDATE R9.26									
			10/29/12 to			1				
	WRAL		М	10/29/12	:00			\$665.00	See MG 43.3,43.4,43.5,43.6,43.7,43.	1
			11/05/12 to		.,,	1				
	WRAL		М	11/05/12	:30	5:44 AM	PM12-104TH	\$665.00		2
42	WRAL WRAL AM News	6-7a								
	CLASS 4 - CANDIDATE		10/00/10 1	44/04/40	_	1				
	WRAL		10/29/12 to M	11/04/12 10/29/12	1x :00	1		¢400.00	See MG 43.3,43.4,43.5,43.6,43.7,43.	
	WINAL		IVI	10/29/12	.00			\$400.00	See IVIG 43.3,43.4,43.3,43.0,43.7,43.0	ı



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Line	Channe	I Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
42	WRAL	WRAL AM News	6-7a	-	-		-				
	CLASS 4	- CANDIDATE									
				11/05/12	to 11/11/12	1x	1				
	WRAL			M	11/05/12	:30	6:09 AM	PM12-116TH	\$400.00		2
43	WRAL	Dr. Phil	9-10a								
	CLASS 3	CANDIDATE R9.26									
				10/29/12	to 11/04/12	1x	1				
	WRAL			M	10/29/12	:00			\$335.00	See MG 43.3,43.4,43.5,43.6,43.7,43.8	
	WRAL	WRAL 5:30AM News	530-6a	Tu	10/30/12	:30	5:39 AM	PM12-116TH	\$665.00	MG for 39.1,9.1,66.1,71.2,41.1,69.1,4	10
					to no check/						
	WRAL	WRAL AM News	6-7a	Tu	10/30/12	:30	6:29 AM	PM12-116TH	\$400.00	MG for 39.1,9.1,66.1,71.2,41.1,69.1,4	13
		–			to no check/				40== 00		
	WRAL	Inside Edition	7-730P	Tu	10/30/12	:30	7:27 PM	PM12-104TH	\$975.00	MG for 39.1,9.1,66.1,71.2,41.1,69.1,4	16
	WRAL	WRAL 5am News	5am - 5:30a	W W	to no check/ 10/31/12	:30	5:14 AM	PM12-116TH	¢150.00	MG for 39.1,9.1,66.1,71.2,41.1,69.1,4	4
	WINAL	WHAL Jaili News	Jaiii - 3.30a		to no check/			PMIZ-IIOIH	φ130.00	WIG 101 39.1,9.1,00.1,71.2,41.1,09.1,4	4
	WRAL			W	10/31/12	:30	9:43 AM	PM12-104TH	\$335.00	MG for 39.1,9.1,66.1,71.2,41.1,69.1,4	3
				MGs due	to no check/				********	,,,,,,,	•
	WRAL	Price is Right	11a-12p	W	10/31/12	:30	11:30 AM	PM12-104TH	\$850.00	MG for 39.1,9.1,66.1,71.2,41.1,69.1,4	9
					to no check/						
	WRAL	Noon News	12p-1p	W	10/31/12	:30	12:27 PM	PM12-116TH	\$535.00	MG for 39.1,9.1,66.1,71.2,41.1,69.1,4	17
	NA/DAI	0 11 (14.5)	0.000		to no check/				#0.005.00	NO (00 10 100 1710 1110 11	_
	WRAL	6pm News (M-F)	6-630p	W MOs shire	10/31/12	:30	5:59 PM	PM12-104TH	\$2,225.00	MG for 39.1,9.1,66.1,71.2,41.1,69.1,4	7
	WRAL	The Insider (1-130p)	1-130p	Th	to no check/ 11/01/12	:00	DE TIME 9.26		\$225.00	Credited	8
	WRAL	5:00 First News	5-530p	Th	11/01/12	:00				Credited	11
	WRAL	CBS This Morning	7am - 9am	Th	11/01/12	:00				Credited	12
	WRAL	David Letterman	1135p-1237a	Th	11/01/12	:00			\$400.00		15
	WRAL	5:30 News	530-6p	F	11/02/12	:00			\$1,780.00		6
	WRAL	Entertaiment Tonight	730-8 ['] P	F	11/02/12	:00			\$975.00	Credited	18
	WRAL	Late News	11-1135p	Sa	11/03/12	:30	12:29 AM	PM12-104TH	\$650.00	MG for 39.1,9.1,66.1,71.2,41.1,69.1,4	5
					o football rund	-					
				LR due to	o football runc	ver					



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Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116605
Alt Order #	06218240
Deal #	
Order Flight	10/29/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
43	WRAL	Dr. Phil	9-10a		•		•				
		CANDIDATE R9.26									
	WRAL	Young and the Restless	4-5p	М	11/05/12	:00			\$1,065.00	See MG 19.2,19.3,19.4,19.5,19.6,19.	14
				11/05/12 to		1x	1				
	WRAL			М	11/05/12	:30	9:12 AM	PM12-104TH	\$335.00		2
47		Noon News	12p-1p								
	CLASS 3 C	CANDIDATE R9.26									
				10/29/12 to		1x	1				
	WRAL			Th	11/01/12	:00			\$535.00	Credited	1
48		WRAL 5:30AM News	530-6a								
	CLASS 3 C	CANDIDATE R9.26					4				
	MDAL			10/29/12 to Th		1x	1		#20F 00	0	
40	WRAL	D. D. ''	0.40	In	11/01/12	:00			\$665.00	Credited	1
49		Dr. Phil	9-10a								
	CLASS 3 C	CANDIDATE R9.26		10/00/10 +-	11/04/10	4	1				
	WRAL			10/29/12 to	11/04/12	1x :00	1		\$22E 00	Credited	
50		No es Nesse	10- 1-	111	11/01/12	.00			\$333.00	Credited	,
50		Noon News CANDIDATE R9.26	12p-1p								
	CLASS 3 C	ANDIDATE N9.20		10/29/12 to	11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	12:29 PM	PM12-104TH	\$535.00		
51		WRAL 5:30AM News	530-6a	10	10/00/12	.00	12.231 W	FM12-104111	ψ505.00		
31		CANDIDATE R9.26	550-0a								
	OLAGO 5 C	DANDIDATE 113.20		10/29/12 to	11/04/12	1x	-1				
	WRAL				10/30/12	:30	5:57 AM	PM12-104TH	\$665.00		
				11/05/12 to		1x	-1		********		•
	WRAL			Tu	11/06/12	:00			\$665.00	Credited	2
52		WRAL AM News	6-7a	7 4	11/00/12	.00			φοσο.σσ	Ordanou	_
JŁ		CANDIDATE	V-1 a								
	02/100 4	0, 11, 13, 13, 11, 12, 13, 14, 14, 14, 14, 14, 14, 14, 14, 14, 14		11/05/12 to	11/11/12	1x	-1				
				1 1/00/12 10	,, 12	- 17					



WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL				
Account Executive	Cheryl Blair				
Sales Office	Washington Telerep				
Sales Region	National				

Order #	116605
Alt Order #	06218240
Deal #	
Order Flight	10/29/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel [Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
52		VRAL AM News	6-7a								
	CLASS 4 - C	ANDIDATE		_							
	WRAL			Tu	11/06/12	:30	6:10 AM	PM12-116TH	\$400.00		1
53		or. Phil	9-10a								
	CLASS 3 CA	NDIDATE R9.26		10/29/12 to	11/04/10	4	-1				
	WRAL				10/30/12	1x :30	9:26 AM	PM12-104TH	\$335.00		
	Whal			11/05/12 to				PM12-1041H	φ333.00		1
	WRAL			Tu	11/06/12	1x :00	-1		\$225.00	Credited	2
54		loon News		Tu	11/00/12	.00			\$000.00	Creanea	2
54		NDIDATE R9.26	12p-1p								
				10/29/12 to		1x	1				
	WRAL			W	10/31/12	:30	12:54 PM	PM12-104TH	\$535.00		1
55		VRAL 5:30AM News NDIDATE R9.26	530-6a								
				10/29/12 to		1x	1				
	WRAL			W	10/31/12	:30	5:39 AM	PM12-104TH	\$665.00		1
56	WRAL W	VRAL AM News Andidate	6-7a								
				10/29/12 to		1x	1				
	WRAL			W	10/31/12	:30	6:12 AM	PM12-116TH	\$400.00		1
57		Or. Phil NDIDATE R9.26	9-10a								
				10/29/12 to		1x	1				
	WRAL			W	10/31/12	:30	9:13 AM	PM12-116TH	\$335.00		1
58		ri Hour 3 NDIDATE R9.26	10-11p								
				10/29/12 to		1x	1				
	WRAL			F	11/02/12	:00			\$2,665.00	Credited	1
59	WRAL L	ate News ANDIDATE	11-1135p								



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Billing Address:

CLASS 4 - CANDIDATE



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL		
Account Executive	Cheryl Blair		
Sales Office	Washington Telerep		
Sales Region	National		

]	Order #	116605
	Alt Order #	06218240
	Deal #	
	Order Flight	10/29/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
59		Late News	11-1135p								
	CLASS 4 -	CANDIDATE									
					2 to 11/04/12	1x	1				
	WRAL			F	11/02/12	:00			\$650.00	Credited	1
60		Letterman Friday	1205x-107x								
	CLASS 3 C	CANDIDATE R9.26					_				
	14/5.41				2 to 11/04/12	1x	1		4110.00	0 " 1	
	WRAL			F	11/02/12	:00			\$110.06	Credited	1
61		5:00 First News	5-530p								
	CLASS 4 -	CANDIDATE		10/00/1	0+- 44/04/40	4	1				
	WRAL			10/29/13 F	2 to 11/04/12 11/02/12	1x :00	1		ΦΕΕΩ ΩΩ	Credited	
60		Come Name (M.E)	6 620m	Γ	11/02/12	.00			фээυ.ии	Creanea	,
62		6pm News (M-F) CANDIDATE R9.26	6-630p								
	CLASS 3 C	ANDIDATE N9.20		10/20/1	2 to 11/04/12	1x	1				
	WRAL			F	11/02/12	:00			\$2.225.00	Credited	
63		Inside Edition	7-730P	•	7 17 027 72	.00			φ2,220.00	Greated	•
•		ANDIDATE R9.26									
				10/29/1	2 to 11/04/12	2x	2				
	WRAL			F	11/02/12	:00			\$975.00	Credited	1
	WRAL			F	11/02/12	:00			\$975.00	Credited	2
64	WRAL	Fri Hour 1	8-9p								
	CLASS 3 C	ANDIDATE R9.26									
					2 to 11/04/12	1x	1				
	WRAL			F	11/02/12	:00			\$2,225.00	Credited	1
65		The Insider (1-130p)	1-130p								
	CLASS 3 C	ANDIDATE R9.26									
					2 to 11/04/12	1x	1		1 222-22		
	WRAL			М	10/29/12	:00			\$335.00	See MG 43.3,43.4,43.5,43.6,43.7,43.	i 1
66	WRAL	Late News	11-1135p								



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Billing Address:



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL		
Account Executive	Cheryl Blair		
Sales Office	Washington Telerep		
Sales Region	National		

Order #	116605
Alt Order #	06218240
Deal #	
Order Flight	10/29/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
66	WRAL	Late News	11-1135p								
	CLASS 4 -	CANDIDATE					_				
					2 to 11/04/12	.,,	1		4050		
	WRAL			М	10/29/12	:00			\$650.00	See MG 43.3,43.4,43.5,43.6,43.7,43	3.0 1
					2 to 11/11/12	1x	1		•		
	WRAL			М	11/05/12	:30	11:33 PM	PM12-104TH	\$650.00		2
67	WRAL	David Letterman	1135p-1237a								
	CLASS 3 C	CANDIDATE R9.26									
					2 to 11/04/12		1				
	WRAL			М	10/29/12	:00			\$400.00	See MG 43.3,43.4,43.5,43.6,43.7,43	3.1 1
					2 to 11/11/12	1x	1				
	WRAL			M	11/05/12	:30	12:15 AM	PM12-116TH	\$400.00		2
68	WRAL CLASS 4 -	5:00 First News CANDIDATE	5-530p								
				11/05/12	2 to 11/11/12	1x	1				
	WRAL			M	11/05/12	:30	5:26 PM	PM12-104TH	\$550.00		1
69	WRAL CLASS 3 C	5:30 News CANDIDATE R9.26	530-6p								
				10/29/12	2 to 11/04/12	1x	1				
	WRAL			M	10/29/12	:00			\$1,780.00	See MG 43.3,43.4,43.5,43.6,43.7,43	3.: 1
70	WRAL CLASS 3 C	6pm News (M-F) CANDIDATE R9.26	6-630p								
				10/29/12	2 to 11/04/12	1x	1				
	WRAL			M	10/29/12	:00			\$2,225.00	See MG 43.3,43.4,43.5,43.6,43.7,43	3.: 1
71	WRAL CLASS 3 C	Inside Edition CANDIDATE R9.26	7-730P								
				10/29/12	2 to 11/04/12	2x	2				
	WRAL			М	10/29/12	:00				See MG 43.3,43.4,43.5,43.6,43.7,43	
	WRAL			М	10/29/12	:00			\$975.00	See MG 43.3,43.4,43.5,43.6,43.7,43	3.1 2
				11/05/12	2 to 11/11/12	1x	1				



Remit Address:

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

Order #	116605				
Alt Order #	06218240				
Deal #					
Order Flight	10/29/12 - 11/06/12				

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel [Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
71		nside Edition	7-730P		•	•					
		NDIDATE R9.26									
	WRAL			М	11/05/12	:30	7:21 PM	PM12-104TH	\$975.00		3
72		ate News	11-1135p								
	CLASS 4 - C	ANDIDATE		10/00/10 +	0 11/04/12	1.,	1-				
	WRAL			Sa Sa	11/03/12	1x :30	12:04 AM	PM12-116TH	\$650.00		1
	WITAL				football runo		12.04 AW	TMIZ IIOTT	ψ050.00		·
				LR due to	football runo	ver					
74	WRAL F	Follows Late Ftball/Bball ANDIDATE	11:30pm-12:05am								
				10/29/12 to	11/04/12	1x	1				
	WRAL			Su	11/04/12	:00			\$650.00	Credited	1
75		he Closer	1235-135a								
	CLASS 4 - C	ANDIDATE					_				
	WDAL			10/29/12 to		1x	<u>1</u>	12 104	Φ75.00		
	WRAL		700 000	Su	11/04/12	:30	1:06 AM	PM12-104TH	\$75.00		1
76	-	0 minutes NDIDATE R9.26	730-830p								
	OLAGG 2 CA	INDIDATE N9.20		10/29/12 to	11/04/12	1x	1				
	WRAL			Su	11/04/12	:00			\$5,000.00	Credited	1
77		Sun Hour 1	8-9p		, • .,				7 0,000.00		
	CLASS 3 CA	NDIDATE R9.26									
					11/04/12	1x	1				
	WRAL			Su	11/04/12	:00				See MG 77.2	1
	_	BS SPECIAL	830-930p	Su	11/04/12	:00			\$3,335.00	Credited	2
78		ate News	11-1135p								
	CLASS 4 - C	ANDIDATE		10/29/12 to	11/04/10	1x	1				
	WRAL			Th	11/01/12	:00	T		<u>\$650.00</u>	Credited	1
79		David Letterman	1135p-1237a	111	11/01/12	.00			ψουυ.υυ	Ordaned	1
13	WIIAL D	avia Ecitorillari	1100p-1201a								



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Billing Address:

CLASS 3 CANDIDATE R9.26



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116605
Alt Order #	06218240
Deal #	
Order Flight	10/29/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel Descrip	otion	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
	CLASS 3 CANDIDA	TE R9.26	•	•		•	•	•	•	•	
					to 11/04/12	1x	1				
	WRAL			Th	11/01/12	:00			\$400.00	Credited	1
80		st News	5-530p								
	CLASS 4 - CANDID	ATE									
	WD41				to 11/04/12	1x	1				
	WRAL			Th	11/01/12	:00			\$550.00	Credited	1
81		ews (M-F)	6-630p								
	CLASS 3 CANDIDA	NE R9.26		10/00/10			4				
	WRAL			10/29/12 Th	to 11/04/12	1x	1		¢о оог оо	Our dite d	4
00			7-730P	III	11/01/12	:00			\$2,225.00	Creatiea	I
82	WRAL Inside E		7-730P								
	CLASS 3 CANDIDA	NE 09.20		10/20/12	to 11/04/12	1x	1				
	WRAL			Th	11/01/12	:00	1		\$075.00	Credited	1
83	WRAL Late Ne	we	11-1135p	,,,	11/01/12	.00			φονο.σσ	Greanea	,
03	CLASS 4 - CANDID		11-1133p								
	02.000.07.112.2			10/29/12	to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	11:34 PM	PM12-116TH	\$650.00		1
				11/05/12	to 11/11/12	1x	-1				
	WRAL			M	11/05/12	:30	11:14 PM	PM12-116TH	\$650.00		2
84	WRAL David L	.etterman	1135p-1237a								
	CLASS 3 CANDIDA	TE R9.26	•								
				10/29/12	to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	12:01 AM	PM12-104TH	\$400.00		1
85	WRAL 5:00 Fir	st News	5-530p								
	CLASS 4 - CANDID	ATE									
					to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	5:23 PM	PM12-104TH	\$550.00		1
86	WRAL 5:30 Ne	ews	530-6p								



WRAL-TV
Accounting Department
PO Box 60904
Charlotte, NC 28260
Main: (919)821-8514
Billing: (919)821-8581

Billing Address:



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

]	Order #	116605		
	Alt Order #	06218240		
	Deal #			
1	Order Flight	10/29/12 - 11/06/12		

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
86	WRAL	5:30 News	530-6p								
	CLASS 3 C	CANDIDATE R9.26									
					2 to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	5:54 PM	PM12-116TH	\$1,780.00)	1
87	WRAL CLASS 3 C	6pm News (M-F) CANDIDATE R9.26	6-630p								
					2 to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	6:23 PM	PM12-104TH	\$2,225.00)	1
88	WRAL CLASS 3 C	Inside Edition CANDIDATE R9.26	7-730P								
					2 to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	7:14 PM	РМ12-116ТН	\$975.00)	1
89	WRAL CLASS3 C	Tue Hour 2 ANDIDATE R9.26	9-10p								
				10/29/12	2 to 11/04/12	1x	-1				
	WRAL			Tu	10/30/12	:30	9:34 PM	PM12-104TH	\$3,555.00)	1
90		The Insider (1-130p) ANDIDATE R9.26	1-130p								
					2 to 11/04/12	1x	1				
	WRAL			W	10/31/12	:30	1:25 PM	РМ12-116ТН	\$335.00)	1
91	WRAL CLASS 4 -	Late News CANDIDATE	11-1135p								
					2 to 11/04/12	1x	1				
	WRAL			W	10/31/12	:30	11:15 PM	PM12-104TH	\$650.00		1
92	WRAL CLASS 4 -	5:00 First News CANDIDATE	5-530p								
				10/29/12	2 to 11/04/12	1x	1				
	WRAL			W	10/31/12	:30	5:12 PM	PM12-104TH	\$550.00)	1
93	WRAL CLASS 3 C	5:30 News CANDIDATE R9.26	530-6p								



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Billing Address:



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1			
Invoice Date	11/11/12			
Invoice Month	November 2012			
Invoice Period	10/29/12 - 11/06/12			

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

Order #	116605
Alt Order #	06218240
Deal #	
Order Flight	10/29/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref#
93	WRAL 5:30 News	530-6p				_	•			
	CLASS 3 CANDIDATE R9.26									
	WRAL		W	10/31/12	:30	5:38 PM	PM12-116TH	\$1,780.00		1
94	WRAL 6pm News (M-F)	6-630p								
	CLASS 3 CANDIDATE R9.26									
				to 11/04/12	1x	1				
	WRAL		W	10/31/12	:30	6:23 PM	PM12-116TH	\$2,225.00		1
95	WRAL Inside Edition	7-730P								
	CLASS 3 CANDIDATE R9.26					_				
	WDAI			to 11/04/12	2x	2	12 101	4075.00		
	WRAL WRAL		W	10/31/12 10/31/12	:30 :30	7:22 PM 7:29 PM	PM12-104TH PM12-116TH	\$975.00 \$975.00		2
00		C C00-	VV	10/31/12	.30	7.29 FIVI	PMIZ-IIOIH	φ9/5.00		'
96	WRAL 6pm News (M-F) CLASS 3 CANDIDATE R9.26	6-630p								
	CLASS 3 CANDIDATE N9.20		11/05/12	to 11/11/12	1x	M				
	WRAL		M	11/05/12	:00	V		\$2 225 00	Credited	
97	WRAL David Letterman	1135p-1237a	177	11/00/12	.00			ΨΕ,ΣΣΟ.ΟΟ	Credited	•
31	CLASS 3 CANDIDATE R9.26	1100p-1207a								
	0E/100 0 0/11/8/B/11/E 110:E0		10/29/12	to 11/04/12	1x	W				
	WRAL		W	10/31/12	:30	12:04 AM	PM12-116TH	\$400.00		1
98	WRAL 5:00 First News	5-530p						•		
	CLASS 4 CANDIDATE R9.26									
			10/29/12	to 11/04/12	1x	M				
	WRAL		M	10/29/12	:00			\$550.00	See MG 43.3,43.4,43.5,43.6,43.7,43.	1
99	WRAL CRIMINAL MINDS	1135-1235XM								
	CLASS 4 CANDIDATE R9.26									
			10/29/12	to 11/04/12	1x	S-				
	WRAL		Sa	11/03/12	:30	1:15 AM	PM12-116TH	\$95.00		1
				football rund						
			LR due to	football rund	ver					
100	WRAL 7pm News	7-730p								



WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314

Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/29
Estimate Number	C29N06

Invoice #	116605-1
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/06/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116605
Alt Order #	06218240
Deal #	
Order Flight	10/29/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
	CLASS 3 CANDIDATE R9.26	<u>'</u>	•	•	•	•	•			
				2 to 11/04/12	1x	S-				
	WRAL		Sa	11/03/12	:00				See MG 100.2,100.3	1
	WRAL CBS This Morning	7am - 9am	Tu	11/06/12	:30	8:22 AM	PM12-116TH		MG for 100.1 11/03	3
	WRAL CBS This Morning	7am - 9am	Tu	11/06/12	:30	8:59 AM	PM12-116TH	\$175.00	MG for 100.1 11/03	2
101	WRAL NFL Football (Early) CLASS 3 CANDIDATE R9.26	1p - 4:30p								
			10/29/12	2 to 11/04/12	1x	S				
	WRAL		Su	11/04/12	:30	12:57 PM	PM12-104TH	\$1,780.00		1
102	WRAL NFL (Late) CLASS 3 CANDIDATE R9.26	4-730p								
			10/29/12	2 to 11/04/12	1x	S				
	WRAL		Su	11/04/12	:30	7:32 PM	PM12-116TH	\$2,000.00		1
103	WRAL 5:30 News CLASS 3 CANDIDATE R9.26	530-6p								
			11/05/12	2 to 11/11/12	1x	M				
	WRAL		M	11/05/12	:30	5:44 PM	РМ12-116ТН	\$1,780.00		1
104	WRAL WRAL AM News CLASS 3 CANDIDATE R9.26	6-7a								
			11/05/12	2 to 11/11/12	2x	MT				
	WRAL		M	11/05/12	:30	6:57 AM	PM12-104TH	\$400.00		1
	WRAL		Tu	11/06/12	:30	6:45 AM	PM12-104TH	\$400.00		2
105	WRAL WRAL 5:30AM News CLASS 3 CANDIDATE R9.26	530-6a								
			11/05/12	2 to 11/11/12	1x	MT				
	WRAL		Tu	11/06/12	:30	5:54 AM	PM12-104TH	\$400.00		1
		Aired Spots	77							

Gross Total \$62,245.00



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Advertiser	Pat McCrory for Governor
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Billing Type	Cash
Special Handling	

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Agency Ref	
Advertiser Ref	

Agency Commission

Net Amount Due

\$9,336.75

Payment Terms 30 Days \$52,908.25